

\*\*\* PROFS note for MREARDON 23 Apr 1993 09:10 Page 1 of 3

From: JPUOTILA--VCH0021A Date and time 22.04.93 16:39:48  
To: AANDRADE--VCH0021A Anthony Andrade

From: Johan Puotila  
To : Tony Andrade  
Subject: Meeting On Swedish Tobacco Law Proposal

Tony,

I agree with your summary and conclusions of our meeting. However, when it comes to the general industry statement drafted by Lagerloefs which we hope Swedish Tobacco will submit to the Social Committee on behalf of the NMA, my understanding is that we should not raise the primary or secondary issue or make any general reservations on these issues. The industry position has been thoroughly clarified in our submission in connection with the initial Magnusson Tobacco Law proposal. What we should do is to put forward our argumentation on the product control paragraphs, using EC and other international references. We want to bill to be sufficiently clear and in line with corresponding European legislation.

As you imply in your summary, it's not very likely that the Committee would pay much attention to our comments. However, they might find it easier to resist the antis' comments and demands for an ad ban as well as a legislative workplace smoking ban if they at the same time can turn down the industry criticism. The demand for tightening the bill in form of a reference to "internationally accepted methods", presented by a member of the Committee, could also in this connection be welcomed by the antis, as the industry comments would make it appear even more as a slap against our face. If this works, we could get them to drive through the minimum change we want to achieve. In the best case scenario the Committee would recommend changes in line with the NMA submission, due to the forcefulness of our arguments.

For your information, I today discussed the idea of a critical industry submission with my Conservative contact. He thought the idea was good, giving the Committee more space to manoeuvre and to compromise. This should convince Swedish Tobacco to come on board.

It is also possible that if compromises between the government and the opposition/the antis are needed, the government might offer giving in on the age limit issue. At the same time they would stay behind their position on advertising even stronger, as "the debate on whether advertising tempts juveniles to smoke or not is not all that interesting after the introduction of an age limit, as the kids can't buy the product".

As we know, compromises on other points included in the bill might become actual if not unavoidable if the government parties start supporting changes raised by the industry, hence changing their current position of "we stay firm behind our bill and want no changes".

Best Regards

Johan  
\*\*\* Forwarding note from ECLXCSL1--VCH0021A 22.04.93 13:30 \*\*\*  
To: JPUOTILA--VCH0021A Johan Puotila

From: Anthony J. Andrade  
Subject:  
Subject : SUMMARY OF MEETING CONCERNING SWEDISH TOBACCO  
LAW PROPOSAL

Johan,

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